

wxyz OF

Flight Dates 08/13/12-08/19/12

Order Sep 00:20:00

Product Estimate # 813819

Contract / Revision 302801 / The People Should Decide | Detroit Alt Order #

Original Date / Revision Agency Com 15% Billing Type Cash

06/26/12 08/22/12 Billing Contact Order Type GENERAL

Advertiser The People Should Decide C Billing Cycle EOM/EOC

814 King Street - Suite 400 Billing Calendar BROADCAST

Alexandria, VA 22314-3039

Agency Smart Media Group

Demographic A25-54

Agency Smart Media Group

Buying Contact

Rev Codes

POL

POL

ISS Ballot

Buying Contact

Sales Office EWSDC Product Codes PL
Sales Region NAT Priority P-1

814 King Street - Suite 400

Alexandria, VA 22314-3039

Agency Ref

Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive Order% Start Date End Date

Dave Lombardo 100%

Competing Station % of Order Amount
CABLE %
UNKWN 100%

Market Value

Order Share %

WADL % **WDIV** % **WDWB** % **WJBK** % **WKBD** % **WLPC** % **WPXD** % % **WTVS** WWJ %

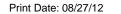
Order Totals Billing Plan

 Month
 # of Spots
 Net Amount Gross Amount
 Rating
 Start Date
 End Date
 # Spots
 Net Amount Gross Amount

 August 2012
 35
 \$15,831.25
 \$18,625.00
 0.00
 07/30/12
 08/19/12
 35
 \$15,831.25
 \$18,625.00

Totals 35 \$15,831.25 \$18,625.00 0.00

								Total	s
Ln Ch Start End	Inventory Code	Break	Start/End Time	Days Len	Spots	Rate Pri	Rtg Type	Spots	Amount
N 1 WXYZ 08/19/12 08/19/12	ABC Sunday Prime	CM	7-11pm Sunday	S :15/:1	5 1	\$2,000.00 P-4	0.00 BK	1	\$2,000.00
	Extreme Weight Loss								
Start Date End Date	Weekdays Spots	/Week	Rate Rat	ting					
Week: 08/13/12 08/19/12	S	1	\$2,000.00	0.00					
N 2 WXYZ 08/14/12 08/16/12	Access M-F 730-8pm	СМ	730-8pm M-F	- 1- 1 :15/:1	5 2	\$1,200.00 P-4	0.00 BK	2	\$2,400.00
	M-F 730-8pm								
Start Date End Date	Weekdays Spots	/Week	Rate Rat	ting					
Week: 08/13/12 08/19/12	- 1- 1	2	\$1,200.00	0.00					
N 3 WXYZ 08/13/12 08/15/12	M-F 1135p-1205a	CM	1135pm-1205am	M1-1 :15/:1	5 2	\$600.00 P-4	0.00 BK	2	\$1,200.00
	Nightline								
Start Date End Date	Weekdays Spots	/Week	Rate Rat	ting			ı		







WXYZ
Contract / Revision

Contract / Revision 302801 Flight Dates 08/13/12-08/19/12 Hiatus Dates

<u>Original Date / Revision</u> 06/26/12 / 08/22/12 <u>Order Sep</u> 00:20:00

Advertiser The People Should Decide | Product The People Should Decide | Estimate # 813819

In Ch. Stort	Fad	Inventory Cada	Drook	Stort/End Ti	ma Dava	lon C	'n oto	Doto Dri	Dta Tuno	Tota	
Ln Ch Start N 3 WXYZ 08/13/12	End 2 08/15/12	Inventory Code M-F 1135p-1205a		Start/End Ti		Len S	2	Rate Pri \$600.00 P-4		Spois 2	\$1,200.00
14 0 10/12	. 00/10/12	Nightline	. 0	1100pm 120	Jun 101 1	.10/.10	_	φοσο.σσ τ	0.00 Bit	_	ψ1,200.00
	End Date	Weekdays 1 - 1	Spots/Week	Rate	Rating						
Week: 08/13/12 N 4 WXYZ 08/19/12	08/19/12		2 30-12mCM	\$600.00 1130pm-12ai	0.00 m	- S :15/:15	1	\$500.00 P-3	0.00 BK	1	\$500.00
14 4 47/12 00/10/12	. 00/10/12	SU 1130p-12a	OU TENDIVI	1100pm 120		5 .10/.10		φοσσ.σσ1 σ	0.00 BIX	·	φοσσ.σσ
	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/13/12 N 5 WXYZ 08/14/12	08/19/12		CM	\$500.00 1205am-105a	0.00 am M 11	15/15	2	\$200.00 P-4	0.00 BK	2	\$400.00
14 3 ***** 00/14/12	. 00/13/12	Jimmy Kimmel Liv		120041111006	alli Wi II	.10/.10		Ψ200.001 -4	0.00 BIX		ψ+00.00
	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/13/12 N 6 WXYZ 08/19/12	08/19/12	- 11 Early News Su	CM 2	\$200.00 6-630pm Sur	0.00	- S :15/:15	1	\$600.00 P-4	0.00 BK	1	\$600.00
N 0 VVA12 00/19/12	. 00/19/12	Su 6-630p	CIVI	6-630piii Sui	1	- 5 .15/.15	'	φ000.00 F-4	0.00 BK	'	φ600.00
	End Date	Weekdays	Spots/Week	Rate	Rating						
	08/19/12	S	1	\$600.00	0.00	3 45/45	4	#750 00 D 4	0.00 DI		#750.00
N 7 WXYZ 08/17/12	08/17/12	7p News M-F 7-730p	CM	7-730pm M-F	1	? :15/:15	1	\$750.00 P-4	0.00 BK	1	\$750.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	08/19/12	F	1	\$750.00	0.00						
N 8 WXYZ 08/15/12	2 08/15/12	6p News 6-630pm M-F	СМ	6-630pm M-F	W	:15/:15	1	\$750.00 P-4	0.00 BK	1	\$750.00
	End Date 08/19/12	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00						
N 9 WXYZ 08/14/12			CM	5-6pm M-F		:15/:15	1	\$650.00 P-4	0.00 BK	1	\$650.00
		5-6pm M-F									
	End Date 08/19/12	Weekdays	Spots/Week	<u>Rate</u> \$650.00	Rating 0.00						
N10 WXYZ 08/19/12		Action News SUN	I 8am CM	Sun 8-930am		- S :15/:15	1	\$250.00 P-4	0.00 BK	0	\$0.00
		Action News SUN	l 8am								
	End Date 08/19/12	Weekdays S	Spots/Week 1	Rate \$250.00	Rating 0.00						
Spot Ch Date Ran		escription	•	/End Time	0.00	Weekdays	<u>Ler</u>	gth Rate	Rtg Type		
1 WXYZ 08/13/12-	-08/19/12 A	ction News SUN 8	am Sun	8-930am			Su:15/	(:15 (\$250.00)	0.00 <i>BK</i>		
<i>Unresolved</i> [Woodward D	Dream Cruis	sel									
N11 WXYZ 08/19/12		GMA SUN 7-8am		SUN 7-8am		- S :15/:15	1	\$300.00 P-4	0.00 BK	1	\$300.00
Start Data	End Data	GMA SUN 7-8am		Doto	Dating						
	End Date 08/19/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00						
N12 WXYZ 08/19/12		Action News SUN Action News SUN		SUN 6-7am		- S :15/:15	1	\$200.00 P-4	0.00 BK	1	\$200.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	08/19/12	S	1	\$200.00	0.00						
N13 WXYZ 08/18/12	08/18/12	Action News SAT Action News SAT		SAT 8-9am		S- :15/:15	1	\$250.00 P-4	0.00 BK	1	\$250.00
	End Date	Weekdays	Spots/Week	Rate	Rating						
	08/19/12	S-	1	\$250.00	0.00	C .45/45		Ф000 00 D 1	0.00 D1	_	# 222.22
N14 WXYZ 08/18/12	. 08/18/12	GMA SAT 7-8am GMA SAT 7-8am	СМ	SAT 7-8am		S- :15/:15	1	\$300.00 P-4	0.00 BK	1	\$300.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						

Print Date: 08/27/12





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Advertiser The People Should Decide | Product The People Should Decide | Estimate # 813819

Ln Ch Start End	Inventory Code	Break	Start/End Ti	me Days	l en	Spots	Rate Pri	Rtg Type	Tota	als Amount
N14 WXYZ 08/18/12 08/18/12	•	CM	SAT 7-8am	S-		•	\$300.00 P-4	0.00 BK	1	\$300.00
	GMA SAT 7-8am									
Start Date End Date Week: 08/13/12 08/19/12	Weekdays S-	Spots/Week	<u>Rate</u> \$300.00	Rating 0.00						
N15 WXYZ 08/18/12 08/18/12		6am CM	SAT 6-7am	S-	:15/:15	j 1	\$225.00 P-4	0.00 BK	1	\$225.00
	Action News SAT	6am								·
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/13/12 08/19/12 N16 WXYZ 08/13/12 08/17/12	~	CM	\$225.00 7-9am M-F	0.00	·15/·15	i 3	\$550.00 P-4	0.00 BK	3	\$1,650.00
1410 WX12 00/10/12 00/11/12	M-F 7-9am	OW	7-Jani Wi-i	11 1	.10/.10	, 3	ψ550.001 -4	0.00 BIX	9	ψ1,000.00
Start Date End Date		Spots/Week	Rate	Rating						
Week: 08/13/12 08/19/12	111	3	\$550.00	0.00	.45/.45	i 3	\$300.00 P-4	0.00 BK	3	\$000.00
N17 WXYZ 08/13/12 08/17/12	5am News M-F 5am News M-F	CM	5-6am M-F	- 1- 11	.15/.15) 3	\$300.00 P-4	0.00 BK	3	\$900.00
Start Date End Date		Spots/Week	Rate	Rating						
Week: 08/13/12 08/19/12	- 1- 11	3	\$300.00	0.00						
N18 WXYZ 08/14/12 08/16/12	M-F 4-5pm Dr. Oz	СМ	4-5pm M-F	- 111	:15/:15	5 3	\$550.00 P-4	0.00 BK	3	\$1,650.00
Start Date	<u>Weekdays</u> - 111	Spots/Week 3	Rate \$550.00	Rating 0.00						
N19 WXYZ 08/13/12 08/14/12		CM	12-1pm M-F	11	·15/·15	j 2	\$400.00 P-4	0.00 BK	2	\$800.00
1410 44712 00/10/12 00/14/12	12n-1p	OW	12 Ipiii W I	11	.10/.10	, _	φ100.001 1	0.00 BIX	_	Ψ000.00
Start Date End Date		Spots/Week	Rate	Rating						
Week: 08/13/12 08/19/12 N20 WXYZ 08/15/12 08/16/12	11 M-F 11a-12n	CM 2	\$400.00	0.00 M-F 11	.15/.15	i 2	\$600.00 P-4	0.00 BK	2	\$1,200.00
N20 WATZ 00/13/12 00/10/12	The View	Civi	i raiii-izpiii i	VI-F11	.13/.13) 2	Ф 000.00 Р-4	0.00 BK	2	φ1,200.00
Start Date End Date		Spots/Week	Rate	Rating						
Week: 08/13/12 08/19/12	11	2	\$600.00	0.00			*			
N21 WXYZ 08/14/12 08/16/12	M-F 10a-11a Doctors	СМ	10-11am M-F	- 1- 1	:15/:15	5 2	\$350.00 P-4	0.00 BK	2	\$700.00
Start Date End Date		Spots/Week	Rate	Rating						
Week: 08/13/12 08/19/12 N22 WXYZ 08/13/12 08/17/12	- 1- 1 M-F 9a-10a	CM 2	\$350.00 9-10am M-F	0.00	.15/.15	i 3	\$400.00 P-4	0.00 BK	3	\$1,200.00
1422 44712 00/13/12 00/17/12	M-F 9a-10a M-F 9a-10a	Civi	∂-10aiii ivi-F	1-1-1	.15/.10	, 3	ψ + 00.00 Γ-4	0.00 BK	3	ψ1,200.00
Start Date End Date		Spots/Week	Rate	Rating						
Week: 08/13/12 08/19/12	1- 1- 1	3	\$400.00	0.00						

Totals 35 \$18,625.00